

ARMY INNOVATION PLATFORM

HOW-NOW-WOW MATRIX

INSTRUCTIONS

STEP 1

Download this PDF and print it on an A2 sheet of paper. You can also draw the graph on a flipchart if you can't print.

STEP 2

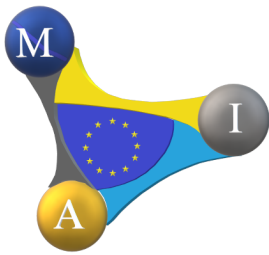
Grab all your post-its with ideas on them from a previous ideation exercise. Plot the ideas into the wow-now-wow matrix.

STEP 3

Take 3 voting-dots for each person (or use a marker), and vote 3 favorite ideas. After the voting session, select the 3 ideas which received the most votes.

STEP 4

Step back and analyze the results. In an ideal scenario, your "wow" and "how" fields should have the most ideas – and the most valuable ones.



**IMPOSSIBLE TO
IMPLEMENT**

HOW?

**AVERAGE
IDEA**

**INNOVATIVE
IDEA**

NOW

WOW!

**EASY TO
IMPLEMENT**